El Excentrico

27th Year, No. 17/December 20, 1976

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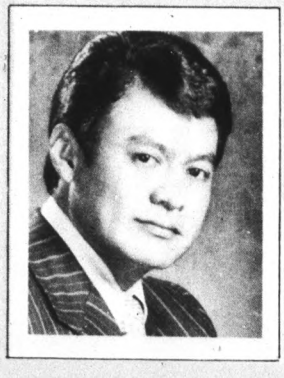

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Sociales y Personales

LONGEVIDAD

por Maria De Luz Sanchez

Fotografía de la Sra. Carmen Martínez quien en reciente fecha, cumplió 100 años de edad. La Sra. Martínez, cariñosamente llamada "Abuelita" por sus hijos, y numerosos decendientes, es una encantadora viejecita amable y muy activa para su edad. En su juventud fué una bella mujer, y aún conserva vestigios de sus belleza.

Es originaria del pueblo de Banamichi, perteneciente al Estado de Sonora en la República Mexicana. Es bello este extraordinario caso de longevidad, pues raras veces una mujer, como Carmelita Martínez, puede conocer todas las generaciones que se denominan de consanguinidad y establecen parentesco, pues ella tiene hijos, nietos, bisnietos y tataranietos, generación donde de acaba el parentesco de sangre.

■

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Founder/Humberto Garcia, Sr.
1948-1974

Publishers/
Bert Garcia, Marc Garcia

Editor /Marc Garcia
Director/Bert Garcia
Production/Manuel Fernnadez, Joseph Ivey
Photographer/Richard Diaz
Public Relations/Rudy Belloumini
Sale Representatives/
Cora Jiminez, Joe Vigil

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Articles appearing herein are the opinion of the respective authors and do not necessarily represent the beliefs of El Excéntrico nor its sponsors.

27th Year, No. 17/December 20, 1976

El Excentrico is published bi-weekly on the first and third Saturday of each month. Its circulation reaches 35,000 Mexican-Americans in Santa Clara County at each printing. Closing dates are one week prior to publication. Advertising rates are available on request. Subscription rates are $7.00 per year.

Letters to the Editor, comments and story suggestions are welcomed and encouraged.

El Excentrico Business Office is located at 274 Terraine Street, San Jose, California 95110; Phone 294-4040.

Postmaster: Send change of address form 3579 to business office.

Letter to the Editor

Editor:

I would like to compliment you on the excellent articles in the November 20 issue of El Excentrico. I was especially impressed with the articles on the "Women and Health" conference, the Peralta Adobe, and San Jose's new police chief.

I found all three enjoyable and informative. I look forward to reading articles that portray a lively picture of San Jose, its heritage, and its diverse cultural resources.

Sincerely,
Susanne B. Wilson
Councilwoman
City of San Jose

■

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feature story on
Neighborhood Disputes

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STADIUM LIQUORS

Conversation With Hank Coca

by
GERALD CURTIS

Hank Coca is a hard working salesman and he loves it. Born in a migrant family, dropping out of high school to help his large family, Coca worked in a paper factory, studied cabinet-making, sold pots and pans door-to-door, sold insurance, and finally sold furniture, his true love.

Now he's the owner of Furniture Discount House in San José and Fresno.

"To be a successful salesman," said Coca, "you have to love to sell. If I hire a guy who is unemployed and just needs a job to get some fast bread, it won't work out. He'll soon quit. You have to love to sell.

"You have to be honest, You have to love and respect people, not like a politician kissing babies. A salesman is like a trial attorney, they sell the jury. It's like being an actor.

"It takes a lot of faith and hard work. You have to have confidence in yourself. You have to wake up in the morning and tell yourself—Hey, I'm a good salesman. I won't fail—I do this, and it works.

"Also I have a lot of faith in the man-upstairs. (God), I do my part and he does his," said Coca.

How does it feel to be on the top?

"My father told me," said Coca, "never look down on anybody. Let me put it this way. I am no better than anybody else, just because I'm in business. I was born in San José and I am the same person now as I was before. Some people know me and come in and say, hi. I greet them and talk about old times. But others are afraid to come by because they think I've changed. I haven't."

Coca was born into a life of labor, when his family traveled up and down the state following the crops. Born in San José, he is the eldest child in a family of three boys and three girls. Following the crops he attended different schools every three or four weeks.

"You name the school and I've been to it," said Coca.

Dropping out of high school to support his family, he worked in a paper factory. Later he quit and joined the U.S. Air Force where he completed his high school degree.

Returning from the service his family moved to San Francisco, Looking for a job, he worked in the Davis Lumber Co. as a cabinet-maker trainee. It involved going to school two nights a week and 40 hours a week of job training. His pay was $136 every two weeks.

"During my free nights and weekends, I would sell aluminum cookware," said Coca.

Soon he discovered his true talent—salesmanship.

"I was selling Warever cookware and demonstrating waterless cooking. Sets sold for $65 to $135. I'd demonstrate how to bake a cake on top of the stove, make apple sauce without water, and serve coffee at the home of the customers.

"Also, I'd cook vegetables without water. Here was the line that made the sale.

"When you cooked vegetables you boil them in water, right? And what do you do with the water after its cooked? Pour it down the drain. You're pouring the water and the vitamins down the drain. After they heard that, they would buy. I'd never miss a sale," said Coca.

Meanwhile his cabinetmaking career was drying up before he finished formal training.

"Ladies used to want to own a hope chest. It was special to them. You know, they'd put quilts and things inside. Today, girls don't want a hope chest. Also, carpenters used to build cabinets. Today they are manufactured and pre-built. Cabinetmaking is a dying field.

"However, there seemed to be no limit to selling cookware.

"I didn't have a car and carried the bulky and heavy set of pots and pans on the bus at night. During the day, I'd go down to Mission Street in San Francisco and hunt for clients.

"I'd spot a woman with kids and say, excuse me madam, I'm not trying to be fresh or anything. But how would you like me to cook your dinner tonight demonstrating Warever Waterless Cookware?

"Often people want something for nothing and accepted.

"Another sales technique was to spot a

house that had its light on at night and knock on the door. One time I knocked on the door, and found a lonely lady who had seven kids. She invited me in because she wanted someone to talk to. I cooked a meal. And she was so happy to have someone cook, she ended up buying the whole set."

In his first month of selling, Coca quickly became the top salesman and continuously won sales contests.

"I remember the first prize was a free car wash. I didn't have a car. After the first month, my commission jumped from 25 to 45 percent. Usually it took six months to reach the 45 percent level. Many of the other guys were jealous. They wondered how I did it. They were lazy.

"There were several guys at the front office, who had girls on the phone. The manager would take the best leads. Once they had they're quota, and made the house payment they would lay-off for the rest of the day. I would keep going. I had a lot of faith. Oh, you get doors slammed in your face, but I kept on going. I worked harder.

"I had so many demonstrations going sometimes. I couldn't attend them all. I'd offer them to the other guys. I offered one guy two demonstrations and $20 and a ride from San Francisco to Oakland where I had a demonstration set with 12 gals. I made $360 for two hours work, and paid the guy.

"I'm not saying this to brag. I'm just telling you what can happen when you work at something.

"I've been lucky. I have a lot of faith and God watches over me. But you've got to do your part too.. You've got to work hard," said Coca.

Coca then began to settle down.

"I bought my first car. It was a 1950 Oldsmobile Rocket 88. I wore tailored clothes, and modeled them for a tailor. He would give me a discount on clothes. During this period I met my wife, who also modeled clothes with me. We were married in 1953.

"I was never greedy. I'd always sent money home. I would often pick up my friend's tab. Even guys on the street would ask me for a quarter. I gave it to them.

Coca and his wife moved to San José, where he sought a job as a furniture salesman. Once again he became the top salesman. After the first year of selling, he was promoted to manager of the store.

Later using his knowledge of the furniture business, he decided to go into business for

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damagesuit for false arrest and waited four years before it came to trial. Authorities said the delay resulted in a rule stating criminal cases take priority over civil matters.

"They were really trying to make me forget it," said Coca.

While the jury was deliberating for seven days, Coca was asked to settle out of court for $25,000.

"I asked God what to do. I didn't want to be greedy. I had waited this long and I wanted to teach those guys a lesson. So I settled out of court for $25,000. 15 minutes later the jury reached a decision which would have awarded me $250,000. But I had settled out of court."

"However, the City would have appealed and I would have been in the courts for years.

The publicity had gotten to my son, who was in high school. Kids said cruel things to him, telling him he had a dad in the Mafia. It hurt him. I didn't want that, but the publicity was out and there was nothing I could do. At first I didn't want to talk about it. Now it's O.K. Most of the $25,000 went to court costs and attorney fees.

I became the FIRST LATINO ever to win a false arrest suit in Los Angeles (County). My lawyer went on to win 17 more."

How does Hank Coca cope with the world,

"I look at it this way," he said, pointing to a passage in the Bible, Proverbs 13.7.

One man pretends to be rich,
Yet has nothing.
Another pretends to be poor,
Yet has great wealth.

If you are happy and have piece of mind you are wealthy."

■

Next Issue:
Interview With
Councilman AL GARZA

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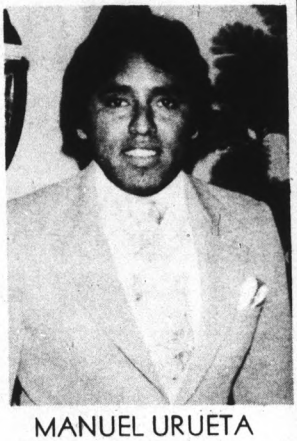

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himself. He met a partner and they agreed toput up $1500 each and opened a small single room (6,000 sq. ft.) furniture store in San Francisco, while living in San José. (Today the San José store is 60,000 sq. ft.)

Coca's day began at 6 a.m. with the long drive from San Jose to San Francisco.

"We sold furniture during the day and delivered after 9 p.m. in a $150 smoking pick-up truck," he reminisced.

Today Coca has made it through the long haul from obscurity to local prominance. His San Jose business has flournished since the 1960 to present without a major hitch. He buys direct from the factory at a savings. There is another Furniture Discount in Fresno.

On June 23, 1970, Coca became the victim of a false arrest. He had arrived at the Los Angeles Airport and tried to rent a car. The clerk noticed his driver's license did not have an expiration date on it. Coca was refused service.

Coca attempted to identify himself with a vast array of credit cards, and again, was denied service. Then he asked to see the manager and was refused service. Coca then tried to call the district supervisor on the phone but was stopped when police arrived and arrested him.

Police questioned him and failed to believe a Chicano could be a department store owner as he claimed to be. One officer asked Coca what time he came in from Miami; apparently referring to organized crime. Coca said he was from San Jose and reached for his vest pocket to pull the flight ticket when the policeman became tense and called for him to halt.

The clerical error on Coca's driver's license could have been verified in five minutes but the officers waited five hours before attempting to verify it with the main office!

Coca was handcuffed and paraded through the lobby, followed by seven police officers and a gathering crowd. Once out of the lobby, the police brought him to the sub station where he was called ethnic names and denied a phone call. Finally at 3 a.m., he was driven to the main police station where he was released immediately.

Realizing their error, the policemen dropped their RACIAL SLURS and began to refer to him as MR. COCA and then offered him a ride back to the airport.

Soon after Coca filed a $260,000 civil

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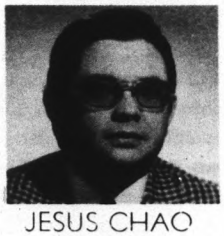

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Chicano Superior Court Judge—A Giant Step

by LUIS G. JUAREZ

I was among the 270 people who crowded into the San Jose courtroom this week to witness the swearing in of our first Chicano judge to a Superior Court bench in Northern California.

When Fred Lucero donned the black judicial robe, assisted by San Jose Deputy City Attorney Sidney Flores, I felt our Chicano people now had at least one person in the local courts that understood them.

The appointment of Lucero marked another step toward the recognition of a people that have long suffered the agony of discrimination and second class citizenship in our country.

Our citizens of Mexican ancestry have not known the gratifying feeling that comes from being part of a system where their voice is heard and their needs are met.

Mexican-Americans are largely part of a people that have provided the stoop labor for our agri-business, construction labor, unskilled and semi-skilled labor in our growing industry.

They have had little representation in the professional, business and political worlds. Without this type of representation, their voice has had no effect in the socio-economic structure of our society.

It is, therefore, not surprising that the appointment of one of them to the position of judge can be as significant as when this nation put the first man on the moon.

Mexican-Americans realize that education and hard work is necessary to elevate their group to the level where they can influence the court of our system to better meet their needs.

Mexican-Americans have come a long way since the days when their highest aspiration was to have a steady job or the hope that the cannery season would start early and end late.

Our business and political forces are growing and every Chicano who takes a place of leadership in our society is considered a personal feeling of achievement to every one of us.

I saw tears of emotion on the faces of many of our Chicanos during the ceremony for Lucero. It was a sense of deep satisfaction and a thought of a still long and hard road ahead.

■

Dr. Ivan T. Hendren

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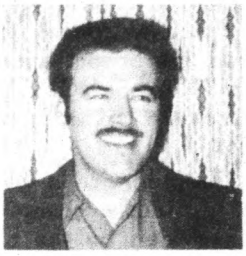

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Lorraine estudia en la Universidad de San Diego, Ca.

EL EXCENTRICO de San José, Ca. felicita a la señorita Lorraine Vega y le desea muchos triunfos tanto en sus estudios como en su carrera.

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FAMILY SERVICE ORGANIZATION

Primarily serving the central San Jose area, the Spanish-speaking unit of FAMILY SERVICE ASSOCIATION provides a variety of social services in both Spanish and English.

Direct service in the form of marital counseling, family counseling and "advocacy" is provided by the bi-lingual Hispanic-culture-oriented staff. In addition, large scale "advocacy" is also provided by the staff.

A crisis-oriented women's group (conducted in Spanish) meets on Friday mornings from 9:00 a.m. to 11:00 a.m. Many of the women who attend have up to now been unable to find a listening ear amongst their friends and have come together at this time to talk with each other and lend each other support as well as o ditscuss their own survival methods.

"Advocacy" means helps from an advocate who knows how to get around in governmental offices, county offices, at the hospitals. It is a particular help for those persons who have not been able to get help from these agencies in the past.

Until next March, Family Service Association is co-sponsoring two projects, one for Chicana female heads of household and the other for pre-adolescents between the ages of 12-14, providing both counseling and recreational programs for the women and youngsters. (The other co-sponsor is the YMCA Outreach Program.)

Community organiztaion consultation may be requested by a neighborhood or group which would like to act on an issue important to Latinos or Chicanos or other Spanish-speaking groups.

Families who are having difficulties with child-rearing, communication or life-style changes may request consultations.

While there are no groups being conducted for specific groups at this time, the staff is interested in providing service to young persons faced with new responsibilities a ttheir work, young people wanting to define their ethnic identity, young parents who want to consciously change their child-rearing paterns, and young men who have drinking problems and would like to learn how to more openly express their feelings rather than drinking. In short, the staff is interested in providing preventive service before porbrlems become insurmountable.

By calling 288-6205 directly you may speak to any one of the staff of this unit, Belinda Diaz, Edgardo Letelier, Celia Medina, Sofía Mendoza, Ramón Muñoz and Lupe Viniegra.

On week-ends, or after 9:00 p.m. you may call 288-6200 to leave a message.

FAMILY SERVICE ASSOCIATION is located at 55 East Empire at the corner of Second Street near downtown San Jose.

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OPEN LETTER from Congressman Don Edwards

I've met Jimmy Carter three times—on each occasion he looked me straight in the eyes and said friendly things. However, I don't know him personally, so I can't tell you positively that he will be a fine President. Nevertheless, I am encouraged by what I've seen so far.

I've just returned to the Capitol after the election. Carter's representatives in Washington are preparing for the transition in January, and my impression is that they are competent and intelligent men and women.

At the same time the Carters are in Plains, Georgia, where aspirants for high positions are traveling to be interviewed by Carter and his staff. It was through this process that he picked able people to help him as Georgia's Governor. In choosing Senator Mondale the same way as his running mate, Carter selected the best. To me what is going on in Plains and here bodes well for the formation of a crackerjack executive branch.

Jimmy Carter's modest plans for the inauguration bring to mind Thomas Jefferson in 1801 walking quietly over to the Capitol from Conrad's boarding house to take the oath by himself. Carter's inauguration will of course be more elaborate than Jefferson's, but I don't see him, like Nixon, dressing the White House guards in Student Prince uniforms and requiring the Marine Band to play "Hail to theChief" every time he enters a room.

Jimmy Carter carries his own baggage off airplanes. And though well fixed financially, both Rosalynn and Jimmy are quiet peoplewho like simple things. They like being around personal friends and family. They both love to square dance. He likes country music. Both prefer plain food and simple dress.

So I like what I perceive as his bearing as a modest man. The foregoing is not to say that any style is enough to assure a successful presidency. But Carter's is encouraging. Excessive frills and vanities can only obstruct the arduous road to resolving America's problems.

■

Por
Daniel Saldana

1976

Estamos llegando al final del año de 1976 de la era cristiana, a una distancia de 24 años para llegar al año 2000. No sabemos con seguridad lo que sucederá de aquí al final del siglo, pero se aventuran muchos presagios, comentarios vaticinios que tal vez se cumplan o queden en el olvido.

En este año que esta por terminar, se celebró el Bicentenario de la Independencia del los Estados Unidos de América. En estos docientos años de vida independiente, la Unión Americana ha logrado un progreso sin precedente en la historia de la humanidad. Se ha corrido un largo camino, desde las trece colonias que declararon su independencia de Inglatera, hasta los cincuenta Estados que forman hoy éste gran país. No sólo ha ensanchado sus fronteras geográfias, también ha logrado grandes adelantos en agricultura, comercio, finanzas, medicina, transportes, artes, ciencias, maquinaria y conquistas espaciales.

A pesar de todo ese progreso y adelanto que ha logrado en docientos años y que lo ponen en primer lugar entre todos los paises del orbe, se siente una inquietud, se adivina una amenaza y se teme un futuro incierto a pesar de su grandeza. Esto no es solamente en los Estados Unidos, es una incertidumbre mundial, no hay nación sobre la tierra que no tenga grandes problemas; problemas que se van apazando, pero que llegará en día en que no habrá posibilidad de contenerlos.

Los sabelotodo piensan que la super población es uno de esos grandes problemas; el crecimiento de la población mundial, según calculos de expertos, será tal, que no habrá manera de alimentar a todos los habitantes que se supone existan en el año 2000, la gente morirá de hambre.

La falta de energía para mover transportes y maquinaria se esta haciendo sentir desde ahora. La energía proporcionada por el petroleo y el carbón de piedra, estará agotada o próxima a agotarse; tal vez se haga uso de la energía nuclear o solar, aunque no hay la seguridad de que sea suficiente para responder a las exigencias de la población del año 2000, todas las industrias mermarán su producción de alimentos, ropa y habitación.

El enrarecimiento de la atmosfera terrestre, por todos los gases que escapan de los productos que el hombre usa en la tierra. Nuestro planeta esta cubierto por una capa de ozano que nos proteje de los rayos ultravioleta que radia el sol, las substancias que escapan a la atmosfera adelagzan esa capa protectora y los rayos del sol, sin ese filtro, son perjudiciales para las plantas y para el organismo humano.

El peligro de una guerra que, tomando en consideración el adelanto que han logrado los armamentos bélicos, barrería toda manifestación de vida animal y vegetal, quedando nuestro planeta esteril por muchos años o tal vez para la eternidad.

Hay todavía otras predicciones, a cual más tenebrosas o fatalistas, por ejemplo: nuestro planetita puede chocar can un cometa, no quedaría nadie para contar la historia. Otros aseguran que faltan pocos meses para que llegue el Día del Juicio Final, los que creen que han sido inmaculados, esperan su lugar en el cielo; los que saben que han sido malos, confian en el perdón a sus maldades.

Sería interminable la lista de profecías que andan de boca en boca y lo único que podemos hacer es tener la esperanza de que sus vaticinios esten equivocados y que la especie humana siga luchando, como lo ha hecho por miles de años entre enfermedades epidémicas, fenómenos atmosféricos, guerras, depresiones, leyes arbitrarias, gobiernos de dudosa capacidad y otras calamidades.

Lo único que podemos decir con la sonrisa en los labios Feliz Año Nuevo. ■

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Feliz Navidad y Prospero Ano Nuevo

por Daniel G. Saldaña

En la mayoría de paises cristianos es costumbre celebrar la Navidad o sea el nacimiento del Niño Jesús. Desde el siglo IV se ha generalizado esta celebración que se efectua el 25 de diciembre; hay diferentes formas de celebrarla y en todas ellas tiene un caracter religioso.

En algunos paises se cantan pastorelas y villancicos, unos y otros relativos al nacimiento del Redentor, esto es costumbre en España y se ha arraigado en México desde la época colonial, otros paises hacen procesiones, otros adornan sus casas, el mundo cristiano celebra el 25 de diciembre como la Nochebuena.

En México se organizan nueve posadas con cantos de letanias, se pide la posada para la Virgen María y San José, cuando se abre la puerta y entran los peregrinos,—las figuras que representan a la Virgen y San José con los Reyes Magos, los pastores y algunos animales en una gruta o portal con un pesebre,—se colocan en un lugar que de antemano se ha preparado, se rezan algunas oraciones, algunas familias acostumbran rezar un rosario completo; al terrminar este, empieza la fiesta, los dueños de la casa que da la posada obsequian a sus visitantes con canastillas llenas de dulces y algunos bocadillos, tambien sirven refrescos, café o licores. Todos cantan tonaditas alusivas como: Echen confites y canelones pá los muchachos que son muy tragones. Tambien esta otra: Andale (el nombre de quien da la posada) no te dilates con la canasta de los cacahuates. Si alguien se llega a colar, sin ser invitado, empiezan otra tonadilla que dice: Cuidenle las manos al desconocido, hay algunos despreocupados que al ser descubiertos contestan: El desconocido no se lleva nada, ya me voy ahorita para otra posada; y se va muy campante, después de haber consumido algunos bocadillos y alguna bebida.

La fiesta sigue y viene la hora de la piñata, por lo general es una olla adornada con papel de colores chillantes y representa alguna figura como algún animal o un barco, un payaso, una fruta o un torero con su traje de luces. La olla está llena de frutas y dulces; cada un de los chiquillos que estan en la posada, prueba de quebrar la piñata, le vendan los ojos con un pañuelo y le dan un palo para pegarle a la piñata, si trata tres veces y no la quiebra, le quitan la venda y el palo y otro de los chiquillos trata tambien de quebrarla lo mismo que el primero y si siguen hasta que alguien la quiebra; todo el contenido de fruta y dulces se riega por el cuelo y la chiquilleria se tira a recojer lo más que puede, hay veces que se rompe más de una piñata y el regocijo es mayor entre la gente menuda, que se divierte de lo lindo comiendo dulces y fruta a más no poder.

Las personas mayores, por lo general organizan un baile con la música de algún toca discos o de alguna estación de radio. Si no organizan el baile, platican o juegan cartas, algunos otros juegan diferentes entretenimientos en que toman parte todos y el que pierde tiene que cantar, bailar, decir un chiste comico o declamar una poesia como castigo en el juego. Se pasan noches muy agradables y al despedirse todos se desean Una Feliz Navidad y Un Prospero Año Nuevo.

A mis amables lectores yo les de seo Dicha y Felicidad en esta Navidad y que la Salud y Prosperidad los acompañe siempre.

■

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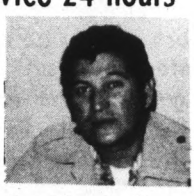

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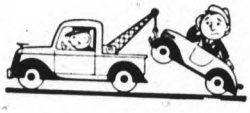

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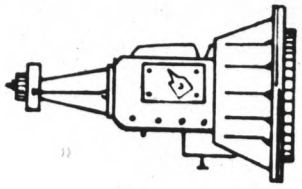

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Affirmative Action Report City of San Jose

by DANIEL CAMPOS

BACKGROUND

The following is the progress and quarterly report on the Affirmative Action efforts made by the City of San Jose for the period ending September 30, 1976. This report indicates the status of the City's Affirmative Action efforts both on an ethnic comparaive basis, and by occupational levels. It should be pointed out that, to be consistent with the City's Affirmative Action Plan, goals or progress must be evaluated both by population representation and by available labor force. Consistent with this objective, the availblea labor force statistics are as follows: Black - 1.6 percent; Spanish Surname - 14.9 percent; Other Non-White - 3.9 percent; and White - 79.6 percent. Population representation statistics are as follows: Black - 2.5 percent; Asian - 2.4 percent; Spanish Surname - 21.9 percent; American Indian - 4 percent; Flipino - 6 percent; Other Non-white - .6 percent; and White - 71.7 percent. (*Labor Force statistics combine Asians, American Indian and Filipino ethnic groups into the Other Non-White category.)

The objective of the City's Affirmative Action Plan is for City employment to reach equitable representation in its work force. At the present time we are at the 55 percent completion ratio (third year goal) of he Plan, and are presently in transition to the 75 percent completion ratio (fourth year goal). Therefore, in concurrence with the Affirmative Action Plan, 75 percent of the goals established should be met by June 30, 1977.

ANALYSIS

On a City-wide basis, the planned third year goals for population representation in the Affirmative Action Plan have been met or exceeded. An analysis indictaes that the third year goal in population representation for Blacks is being exceeded by 1.5 percentage points; Asians exceed by 2.0 percentage points; Spanish Surname exceed by 2.0 percentage points; American Indian exceed by .1 percentage points; Filipino exceed by .6 percentage points; and Other Non-White exceed by .5 percentage points.

From the analysis of the labor force statistics, the third year goals have been surpassed by three of the four ethnic categories. Assuming that the 1978 labor force representation objectives remain stable, it can be concluded that insofar as third year goals, the Blacks have already surpassed representation by 2.0 percentage points; Spanish Surname have surpassed representation by 5.8 percentage points; and OtherNon-Whites are underrepresented by 1.3 percentage points. Currently the female category is underrepresented in terms of the 1978 representation objectives by 16.1 percentage points, their labor force representation being 36.9 percent. However, female surpass the three yaer planned objectives by .5 percentage points.

In this reporting period the female work force has remained stable, with no gains or losses being significant. Although employment has remained stable for females, the gains that are recorded are in the Professional and Staff Services, and the Technical occupations. Conversely, a large population of the female work force is still in the Fiscal and General Clerical category. Of the total 746 female work force, 501 or 67.2 percent are in the Clerical category. For women, breakthroughs must occur in other occupational areas if equal opportunity is to become a reality.

As previously stated, we are in a transition period from third year goals to fourth year goals; therefore, all data after June 30, 1976 can be utilized to measure the progress being made to reach the fourth year goals scheduled for completion June 30, 1977. If one were to examine overall occupational levels, it could visibly be concuded that of the City's seven (7) occupational groups, minorities have higher representation in the Allied Construction and Maintenance trades, and the Semi-Skilled and General Laboring categories. Total minority representation in these two categories is 32 percent and 45 percent respectively. Conversely, the Public Safety (police-fire departments) category shows a 11.8 percent total minority representation. These figures indicate that al-

though the City is meeting its Affirmaive Acions goals on a City-wide basis, minority representation is still higher in the lesser skilled occupational levels.

CONCLUSION

From our analysis it can, therefore, be concluded that the City has either met and/or surpassed its third yeaa goal objectives.

If population representation is considered as a third year goal objective, it has been surpassed by the following ethnic groups: Blacks, Asians, Spanish Surname, American Indian, Filipino, Other Non-White, and White. If labor force is considered as a third year goal objective, three of the four ethnic groups are surpassing representation with the Other Non-White being underrepresented. Females are also surpassing their third year objectives by .5 of a percentage point.

From our projections only the Spanish Surname will have difficulty in reaching the fourth year goal if population representation is the measurement tool. However, if labor force is utilized, all ethnic groups designated in the City Affirmative Acion Plan will have met the goal by the end of the fourth year. For women, however, it is difficult to anticipate this group reaching its goal by the end of the fourth year because the rate of increase for females in the City work force has remained stable, and there is no reason to anticipate a dramatic change in this pattern due to the limited growth and low turnover in City employment. Corrective action requires emphasis be placed on hiring women in the occupational categories where they are the least represented.

Measuring the progress made in occupational groupings is a different situation. When occupational groupings are addressed, the available work force for that occupational level must be considered. For example, as contrasted with representation objectives, be they population or labor force, certain occupational groups require individuals who possess specific skills and knowldedge in which the labor market may be limited. Consequently this presents a problem in the recruitment and subsequent placement of minorities and women in certain occupational categories. Regardless of the cause, the Spanish Surname are the most seriously affected. Considerable efforts to hire Spanish Surname personnel must continue in the Administrative, Professional, Technical and Public Safety occupational areas. In contrast, there is a high percentage (35.4 percent) of Spanish Surname employees in the Semi-Skilled and General Laboring category. It is clear that employment must improve for the Spanish Surname

SPANISH SURNAME

City of San Jose

CITY-WIDE

COMPARATIVE OCCUPATIONAL LEVEL STATISTICS

OCCUP. LEVEL		12-31-73		12-31-74		12-31-75		6-30-76		9-30-76	
ADMIN.	M	4	9.5	4	10.3	3	9.0	3	9.6	3	10.3
	F										
	T	4	9.5	4	10.3	3	9.0	3	9.6	3	10.3
PROF. & STAFF SVCS.	M	23	5.8	26	5.8	35	6.8	35	7.2	35	7.1
	F	2	.5	3	.7	4	.7	4	1.0	8	1.6
	T	25	6.3	29	6.5	39	7.6	40	8.2	43	8.8
TECHNICAL	M	19	6.4	20	6.7	20	6.0	22	6.5	22	6.6
	F	1	.3	1	.3	1	.3	3	.9	3	.9
	T	20	6.7	21	7.0	21	6.3	25	7.4	25	7.5
PUBLIC SAFETY	M	87	7.2	80	6.5	89	6.9	113	8.3	102	7.6
	F					1		1		1	
	T	87	7.2	80	6.5	90	7.0	114	8.4	103	7.6
ALLIED CONST. & MAINT-TRADES	M	47	20.6	54	23.0	60	22.3	58	21.3	57	21.4
	F									1	.3
	T	47	20.6	54	23.0	60	22.3	58	21.3	58	21.5
SEMI-SKILLED & GEN'L LABORING	M	152	32.0	173	33.1	201	31.2	193	32.7	195	34.0
	F	2	.4	3	.6	6	.9	7	1.1	8	1.4
	T	154	32.4	176	33.7	207	32.1	200	33.9	203	35.4
FISCAL & GEN'L CLERICAL	M	6	1.2	8	1.5	11	1.9	11	1.9	9	1.5
	F	34	6.7	53	10.2	57	9.9	58	10.1	59	10.4
	T	40	7.9	61	11.7	68	11.8	69	12.1	68	12.0
GRAND TOTAL	M	338	10.7	365	11.1	419	11.5	435	11.9	423	11.7
	F	39	1.2	60	1.8	69	1.9	74	2.0	80	2.2
	T	377	11.9	425	12.9	488	13.4	509	14.0	503	13.9

in the higher occupational levels. If one addresses Spanish Surname females, the problem becomes more acute. Spanish Surname females represent 2.2 percent of the work force, which when proportionately compared to other ethnic groups is the lowest in the City. Further, of the 80 Spanish Surname females on the work force, 59 or 73 percent are in the Fiscal and General Clerical occupational grouping. Corrective action requires upgrading and increasing the employment status of the Spanish Surname female in the City work force.

In summary we conclude that the third year affirmative action goals have been met for all groups. At the current employment rate, fourth year goals will be met for all ethnic groups if based on labor force representation objectives; however, if population representation is utilized all groups except the Spanish Surname will reach their goal. Further, based on labor force statistics and the City's current employment trend, fourth year goals will not be met for women.

This report provides an overview of the affirmative action efforts that have occurred to date; however, a more detailed report will be presented with the Annual Ethnic Survey, scheduled for release in February, 1977.

For answers to any questions or clarifications, call the Affirmative Action Officer, Daniel Campos, or Joe Perez at 277-4000, extension 4034.

■

City of San Jose

CITY-WIDE

COMBINED

COMPARATIVE OCCUPATIONAL LEVEL STATISTICS

OCCUP. LEVEL		12-31-73		12-31-74		12-31-75		6-30-76		9-30-76	
ADMIN.	M	38	90.5	35	92.1	31	93.9	29	93.5	28	96.5
	F	4	9.5	3	7.9	2	6.0	2	6.4	1	3.
	T	42	100.0	38	100.0	33	100.0	31	100.0	29	100.0
PROF. & STAFF SVCS.	M	311	77.9	348	77.7	392	77.1	361	74.7	362	74.1
	F	88	22.1	100	22.3	116	22.8	122	25.2	126	25.8
	T	399	100.0	448	100.0	508	100.0	483	100.0	488	100.0
TECHNICAL	M	263	88.9	258	86.9	286	86.6	285	85.0	282	85.4
	F	33	11.1	39	13.1	44	13.3	50	14.9	48	14.5
	T	296	100.0	297	100.0	330	100.0	335	100.0	330	100.0
PUBLIC SAFETY	M	1187	97.9	1203	98.0	1252	97.5	1319	97.4	1307	97.4
	F	25	2.1	25	2.0	32	2.4	34	2.5	34	2.5
	T	1212	100.0	1228	100.0	1284	100.0	1353	100.0	1341	100.0
ALLIED CONST. & MAINT-TRADES	M	228	100	235	100	269	100	272	100	268	99.6
	F									1	.3
	T	228	100	235	100	269	100	272	100	269	100
SEMI-SKILLED & GEN'L LABORING	M	469	98.7	512	98.1	596	92.6	549	93.2	538	93.8
	F	6	1.3	10	1.9	47	7.3	40	6.7	35	6.1
	T	475	100.0	522	100.0	643	100.0	589	100.0	573	100.0
FISCAL & GEN'L CLERICAL	M	97	19.2	62	11.9	65	11.3	67	11.7	64	11.3
	F	408	80.8	460	88.1	508	88.6	502	88.2	501	88.6
	T	505	100.0	522	100.0	573	100.0	569	100.0	565	100.0
GRAND TOTAL	M	2593	82.1	2653	80.6	2891	79.4	2882	79.3	2849	79.2
	F	564	17.9	637	19.4	749	20.5	750	20.6	746	20.7
	T	3157	100.0	3290	100.0	3640	100.0	3632	100.0	3595	100.0

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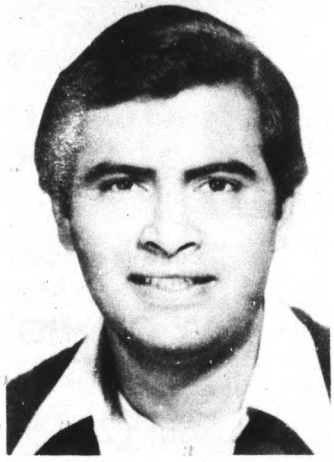

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—Y bailará ballet conmigo!

—La vamos a tener cerca, no sólo en televisión!

—Sí, será mi amiguita!

—Y mía tambien!

—Y luego yo?

—De seguro la maestra la vá a consentir!

—¡No, no es cierto! Ella es como todos nosotros, aunque sea Amy, la hija del presidente.

Así comentaban los niños de la escuela THADDEUS STEVENS, que queda sólo a unas cuantas cuadras de la Casa Blanca.

Amy salió a su papá de lista, recordarán ustedes que había puesto su "changarrito" vendiendo limonada frente a su casa, a los turistas de Plains.

Pero, se le cayó el arbolito, cuando Jimmy, su papá, empezó a hacerse popular en su campaña para presidente.

La futura Primera Dama, Rosalyn, ya se ambientó con las maestras y visitó el lugar.

Y, a propósito de arroz . . . ¿quien fue Thaddeous Stevens? Ya sé que te estas muriendo por saber!

Pues para acabarla de amolar, era Republicano de hueso colorado.

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Caray! más . . . M A A A S! Ahora salen con que el cáncer puede contagiarse por medio de las relaciones sexuales, como las enfermedades venereas.

Un virus, llamado Herpes Num 1, y tambien el 2, el que provoca los llamados "fuegos" en los labios, es la causa de lesiones en los órganos reproductivos, las cuales muchas veces, en la mujer no se sienten o notan por estar muy recónditas.

Agreguen el peligro que se corre, fumando, por patrocinar diferentes dietas dizque dicen ahora son nocivas, como las comidas con mucha grasa, poca fibra, tanta carne, cuanto pastel y excèso de calorías.

Caray! Todo lo bueno es malo! Tambien acusan a la tension nerviosa, las emociones negativas, las contraproducientes prisas, el poco ejercicio Chispas! Bebidas muy frías, otras muy calientes. Santo Dios! Ya ni respirar se puede, y, eso literalmente ya que se respiran substancias carcinógenas en el medio ambiente contaminado.

Hubo otras teorías de que el cáncer infecta ciertos lugares o vecindades.

El caso es que cuanta artista famosa muere, o es del corazón o es de cáncer.

En Hollywood es prevalente el cáncer, y más entre el elemento femenino.

La última victima fué Rosalind Russell. Su enfermedad estuvo complicada también con artistis.

Hace un año conocí personalmente a su rival, pero amiga, MYRNA LOY, quien también ya está muy vieja y enferma de artritis.

Al grado de que apenas puede moverse. Mas, en compañía de nuestro Ricardo Montalván, anda en gira, por todo Estados Unidos.

Despues de la Tempestad Vendrá la Calma?

En verdad hay gente optimista con todo y que no duermen con los truenos de Echeverria.

Están que se las pelan porque ya entre López Portillo, creyendo todo volverá a lo normal.

Sin duda creen que saldrán de la camisa de once varas donde Luis ha metido a México.

Mas, se olvidan de que Don Luis y Don Pepe, se conocen desde que mudaron los dientes de leche, y, aparte, Don Pepe, es el Consejero de Finanzas de Echeverría, y quien lo engatusó a que desvalorizara el peso.

Don Luis pasó el mando a Portillo y sin duda hará lo que se le diga-o será ordene?

Bien ya estuvo suave verdad? A volar palomas que hay viene el gavilán! Regresa a ésta tu casa Picardía, donde sabes se te quiere y estima! Ya sabes que escribió para tí, sólo para tí, Kharís Avril, mis amigos me llaman Gloria!

■

Lo Que La Patria Mexicana Nos Brinda

por FRANCISCO J. ORTIZ

Quiero hacer llevar ante ustedes mediante este pequeño resumen algo de lo que nuestra patria mexicana nos brinda.

El suelo mexicano esta lleno de una exótica fantasia, que la componen su belleza natural el colorido de sus pequeños pueblecillos que nacen al pie de la montaña o de los que se riegan por la extensa llanura formando colonias de gente humilde, sencilla y buena y de la vida rápida y ruidosa de sus grandes ciudades.

De la extensa variedad de flores y pajarillos que en tiempos de primavera adornan con sus arxomas y cantares los colores de nuestros cielos y suelos de México.

Para hablar de México necesitamos hacer mención a su música bravía, al recio zapatear de un jarabe al son de un buen mariachi.

De la inmensa variedad de los trajes típicos y su floklor, su cerámica hecha por rudos materiales y fabricada por manos asperas que le dan un sabor y un toque de verdaderos artistas.

De la embriagente emoción de sus leyendas que surgen del viejo caserio en forma de espantos y que pasan de boca en boca para austar al viajero.

No cabe la menor duda de que nuestro México, es un país lleno de tradiciones que aún en nuestros tiempos las conserva como una botella de tequila para un buen bebedor, asi nuestras costumbres y tradiciones se añejan y se guardan para un buen historiador. Conocer México, es sentir la furia implacabe del águila devorando la serpiente, de el vuelo rápido y tenaz de la paloma representando la paz, de la contagiosa alegría de sus pueblos y ferias, de las acostumbradas carreras de caballos y de las desgarrantes peleas de gallos, y de románticas serenatas a la luz de la luna.

Para todos los mexicanos debe ser motivo de orgullo haber nacido en México, la tierra que se hizo para las adelitas y los Juanes.

Asi por medio de estos pequeños resumenes iremos descubriendo sucesos, anécdotas leyendas y también veremos algo de historia que tal vez alguno de nosotros no conocemos. Me despido de ustedes con el suave cantar que la vida nos brinda, deseandoles que sigan adelante y espero que mi sección sea del agrado de todo el público.

Escribió para ustedes su amigo y servidor Francisco Javier Ortiz C.

■

El Colosal Silencio

Cuando el manto negro de la silenciosa noche cubre los contornos de la campiña tinendo de sombrios colores el paisaje, un mudo silencio vaga recorriendo los recuerdos del Gran Valle.

Así frias, esteriles y calladas permanecen las gigantescas construcciones de arquitectura dificil que en un tiempo pasado fueran el resplendor de una ciudad, el apoyo de un pueblo y el simbolo de una raza.

Adentro, lejos, donde la distancia pinta de azul el esteril paisaje, donde la desarradora furia del viento rompe el encadenado silencio, donde las altas montañas de implacable presensia se cubren con la pureza de la nieve. Los Volcanes, que con su arrolladora grandeza cuidan y velan los contornos del valle guardando celosos el secreto de las pirámides.

La luna se deja descubrir por entre los volcanes, tiñendo de plata el seco follaje, mientras que abajo en el extenso lago la luna se refleja acariciando el agua con sus cantares.

Las monumentales pirámides recobran la vida, y se escuchan ecos que rompen el escandaloso silencio de la negra noche al oir en ellos gritos, llanto y risas de Los Aztecas.

El silencio muere al aparecer los primeros rayos del sol, coloriando de chillantes colores el amanecer.

Empieza el día en Tenochtitlan ruinas de los Aztecas, imprecionando a los turistas con su tenaz estructura, que con risas y gritos confunden a la milenaria ciudad en la nueva era.

Las pirámides vuelven a sentir las pisadas curiosas y extrañas de los visitantes y quedan frias sin el esplendor de los siglos pasados, con la agonía de existir y no morir atadas a sus recuerdo.

Muere el último rayo de luz, y el manto negro de la silenciosa noche cubre los contornos de la campiña tiñendo de obscuros colores el paisaje, mientras que el colosal silencio invade de nuevo los secretos del Gran Valle.

■

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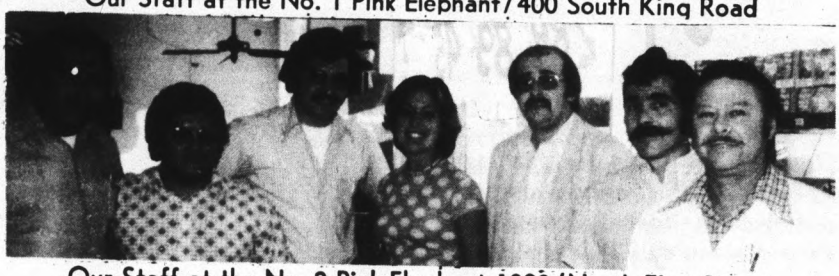

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First Lady
ROSALYNN CARTER

Finally, gratefully, after nearly two years of relentless campaigning, Rosalynn Smith Carter has returned to Plains, the little south Georgia crossroads town where she was born 49 years ago. But once again she has not come home to stay. Next Jan. 20, Rosalynn will stand beside her husband as he takes the oath of office as 39th President of the United States.

Unlike many First Ladies, who have come to 1600 Pennsylvania Avenue reluctantly, as prisoners of their husband's careers, Rosalynn Carter will bring to the White House her own full measure of resolve and ambition. "I should be more apprehensive about moving into the White House," she says, cheerfully. "But I'm not, probably because I don't know what it's like."

An equal partner in the Carter political combine, she is keenly aware of a First Lady's potential for leadership. While Rosalynn's public concerns—care for the mentally ill, problems of the aged—are well-known, her behind-the-scenes impact may be far more wide-ranging ("If I have to, I'll push him on women's rights," she vows.. The President-elect frequently uses her as a sounding board on matters of policy, and values especially her judgments of people. Pillow talk in the next administration—the Carters, like the Fords, share the same bed —is expected to have repercussions beyond the walls of the White House. "I ask any questions which come to my mind," she once explained. "Jimmy needs to know what people who are not as smart as he is think about things."

Mary King, head of the Carter women's committee, believes Rosalynn's confidence has grown immeasurably since she began campaigning for her husband in early 1975. She expects Carter to treat his wife as "an adviser, a strategist fully involved in everything in the White House," and to consult her on Cabinet appointments. "If Rosalynn okays you, you're in," says another Carter-watcher, "If she doesn't, you're dead."

Few political couples, in fact, seem as fiercely committed to each other as Jimmy and Rosalynn Carter. Their relationship traces back to childhood. Jimmy's sister Ruth was Rosalynn's best friend. His mother, Lillian, a nurse, took care of Rosalynn's father—a garage mechanic who drove the Plains school bus — during the summer of 1940 when he died of leukemia. Romantically, Jimmy and Rosalynn were worlds apart then — he was a high school senior; she was 13 — but some five years later their perspectives had changed. By that time Jimmy was a dashing midshipman home on leave from Annapolis, while Rosalynn was attending nearby Georgia Southwestern College and helping her widowed mother raise three younger children. "I really fell al over myself just to get Jimmy to notice me," Rosalynn later confessed. "I'd dress up and go over to the Carter's to see Ruth, and act as adult as I could, but Jimmy wouldn't pay any attention."

Then, two nights before returning to the Naval Academy, Jimmy asked Rosalynn to the movies on a double date with Ruth and her boyfriend. Afterward Jimmy told his mother, "She's the girl I want to marry." He proposed over Christmas vacation and Rosalynn turned him down. She relented by Washington's Birthday and they were married July 7, 1946 in Plains.

For Rosalynn, life as a Navy wife brought a taste of freedom. Moving from base to base — Norfolk, San Diego, Oahu — she escaped from the circumscribed world of her childhood. Son Jack was born in Portsmouth, Va. in 1947; Chip three years later in Hawaii, and Jeff in New London, Conn. in 1952. Then, in 1953, Jimmy's father died of cancer in Plains, and Carter decided he had to resign from the Navy and return to the peanut farm. "I hated the idea," Rosalynn later confided. "I didn't want to go back where I thought my mother and his mother would interfere with our lives." She and Jimmy argued bitterly, but in the end she yielded.

The first years back in Georgia were trying ones. There was a crop failure in 1954, and Carter's profit for the year was $187. Rosalynn handled the bookkeeping and the office work, while the family squeezed into a $21-a-month housing project apartment. The Carters survived the hardship, but Rosalynn was put to the test once again when Jimmy

went into politics. Not until the 1966 gubernatorial race, which Carter lost, did she feel sure enough of herself to campaign alone: "We had a long talk, and Jimmy convinced me that he knew I could do it." She stumped up and down the state in 1970, and her husband was elected Georgia's governor.

Though friends say Rosalynn draws on Jimmy for intellectual sustenance — "it's like a process of osmosis," says one — her drive and discipline are part of her own character. "She has no time for comedy," an acquaintance once observed. "She rarely wants to talk about books, movies or sports. The only subject that animates her is Jimmy." Political writers have dubbed her the Steel Magnolia. Rosalynn accepts the name with a shrug. "I don't mind being called tough," she says. "I am strong, and I do have definite ideas and opinions. In the sense that 'tough' means I can take a lot, stand up to a lot, it's a fair descripion."

While success has been the ruin of many political marriages, the Carter's has grown steadily stronger. (A friend in Plains admits candidly, "In our group, married couples sometimes pair off and have flings, but Jimmy and Rosalynn have a love and devotion that is rare.") Perhaps the only strain in their marriage came from a different quarter. Jimmy's election as governor reportedly led to a brief but decisive showdown between Rosalynn and Miss Lillian over who would assume the role of first lady. Gently but firmly, intimates say, Rosalynn made clear that she would — and did. Although there is still a detectable coolness between the two women ("No mother ever thinks anyone is good enough for herson," says one Carter friend), Miss Lillian took care of granddaughter Amy during much of the recent campaign. Amy was born in 1967; having a fourth child was possible only after Rosalynn was operated on for removal of an ovarian cyst.

Althouh Rosalynn will be the youngest U.S. First Lady since Jacqueline Kennedy (who was 31), she will hardly be her equal in matters of style. Rosalynn is a casual dresser who made many of her own clothes before the campaign, and who now buys outfits off the rack in Americus, Ga. For the inaugural ball she is expected to wear the same blue satin gown wtih chiffon coat that she wore when Jimmy was sworn in as governor of Georgia. Says one local shopkeeper: "Rosalynn likes long sleeves, plain clothes with high necks." She rarey wears personal jewelry, and keeps her finger nails neat but unpolished. For the next two months Rosalynn says she looks forward to relaxing in dungarees (without TV makeup), spending time with Amy and packing things into the attic that aren't going to Washington.

Rosalynn favors basic American cuisine — steak, pork chops, roast beef — and is considering serving only wine in the White House, no hard liquor (which was the practice before the Kennedys). She has little interest in social extravagence. "The Carters will not only want a White House in which poor or middle-income people will feel uncomfortable," says adviser Mary King. "There will be little white tie, if any, and lots of street clothes. And there will be square dances, though they won't replace state dinners." Above all, say those who know her, Rosalynn will be a power in the White House — not merely an ornament. "She has a fine mind and lots of energy and drive," says campaign biographer Kandy Stroud. "She will be an absolutely dynamite First Lady."

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Astigmatism in Spanish Surname

Incidence of astigmatism is about 50 per cent in Spanish surname children, compared to a norm of about 30-34 per cent, as shown in preliminary research, according to Dr. Richard Arakawa, president of the Santa Clara County Optometric Society.

Since approximately 17.5 per cent of our county's population bears Spanish surnames, this research is of interest to our organization, which conducts annual vision screening programs for both pre-school and school schildren, Dr. Arakawa said.

Astigmatism is an eye condition involving irregularities on the surface that cause the image to be outof focus. If marked astigmatism exists it reduces vision, and in young children under 6, it prevents normal ivsual development," Dr. Arakawa said.

The research project which revealed this incidence of astigmatism in Spanish surname children was sponsored by the Vision Consultants of Southern California in conjunction with the Southern California School of Optometry, Fullerton.

Directed by Drs. Wayne W. Hoeft and Jeffrey Dougal, the study was part of their education presentation on evaluation of vision screening programs in Southern California schools.

"The Modified Clinical Technique (MCT) employed in this research, and used by our local society, is considerably more precise and complete than current vision screening requirements in the state," Dr. Arakawa noted.

Most of these cases would not be detected using normal screening methods, the report said.

School screening, by state law, now requires minimum tests that include visual acuity, gross eye coordination, gross external eye health test, and a one-time color test for boys.

However, the professional optometric vision screening, which employs MCT, is credited with detecting above 98 per cent of the vision defects found in young children, compared with 25 per cent discovered in the conventional Snellen chart test for visual acuity, Dr. Arakawa pointed out.

An average of 3,000 students throughout Santa Clara County receive MCT vision screening by local society members who conduct the yearly project each Fall. The society also serves as co-sponsor for the Jaycees annual free vision screenings during "Save Your Vision Week" in March.

"It is imperative for success of the program that parents follow up suspected problems, by arranging a visit to the vision care specialist of their choice to avoid future education handicaps," Dr. Arakawa said.

■

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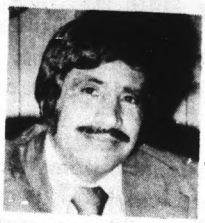

Opinion by
Luis G. Juarez

Spanish Texts Offered by Los Altos Firm

There has been a growing demand in the Southwestern United States for publications in Spanish.

The demand comes both from people of Latin American ancestry and others who wish to improve their ability to speak Spanish.

For Spanish-speaking people in this country who are unable to read and speak English, there has been only a limited number of books written in Spanish available in public libraries and bookstores.

Many Mexican-Americans who never had an opportunity to learn Spanish at home or in the schools are now seriously interested country.
in learning the language of their mother country.

Unfortunately, only until recently, there were pracically no publishing companies in this part of the country in this business.

I recently came across a publishing company in Los Altos that has been publishing books in Spanish for distribution to schools, libraries, and agencies in need of this type of material.

The company, Editorial Excelsior, also imports, distributes, and translates Spanish publications.

The editorial director, Hector Pereyra-Suarez, has created an editorial services firm unique in its growing field. He has a staff of seasoned writers, editors, and degreed consultants who provide original articles and translations in a variety of disciplines.

To date, Editorial Excelsior has been involved in distributing over 2,000 titles in Spanish. Among those titles the company has published, there are subjects ranging from "Spanish for Doctors and Nurses" to "Guia Para Madres (de pre-escolares)"—a guide for mothers of pre-school children.

In addition to translating English titles into Spanish, the company has the capability to produce books in a wide range of formats —and distribute/sell them to the appropriate sectors in the Spanish-speaking market.

According to Pereya-Suarez, his firm acts as a special-project agency for large publishers and organizations that are not staffed to perform the translation and production of Spanish-language books. Editorial Excelsior is stepping up its special projects, he said, as well as the translation and production of bi-lingual texts, trade publications and academic papers. ■

Spanish-Speaking Airman Honored

Four of this year's 12 U.S. Air Force Outstanding Airmen are members of minority groups. Three are black and one is of Spanish-speaking origin.

All major commands, separate operating agencies, Air Force Reserve and Air National Guard submitted nominations for selection of the 12 Outstanding Airmen of 1976.

The 12 airmen were selected from a slate of 49 nominees by a central Air Force selection board convened at the Air Force Military Personnel Center (MPC), Randolph Air Force Base, Texas, on May 1976.

The annual recognition program for airmen was established by the Air Force Association convention in Washington, 19-23 September.

Included in the group was Master Sergeant Ricardo Inzunza, Headquarters Air Force Social Actions Superintendent, the Pentagon, Washington, D.C.

The criteria for selection of 12 men out of 668,674 in the ranks of the USAF's combined active, Reserve and Air National Guard included job performance, leadership, development of techniques or management procedures resulting in increased mission effectiveness, self improvement, leadership in social, cultural or religious activities, government or civilian awards, and demonstrated ability as an articulate positive Air Force spokesman.

Sergeant Inzunza works in the social actions division, where he advises the director on human relations, equal opportunity and treatment, and drug and alcohol abuse matters.

"Part of my job includes coordinating

programs for Spanish-speaking Air Force people and their dependents. I help make plans for Hispanic Heritage Week and analyze data," he explained.

The job has afforded the outstanding sergeant an opportunity for much travel. During his travels, Sergeant Inzunza visits base exchanges and commissaries to insure the stores stock items desired by the Spanish-speaging people in the Air Force.

Sergeant Inzunza has been working with the social actions program since it began in 1971. He has held jobs at base, major air command and headquarters USAF level. The sergeant has been assigned to the Pentagon since 1974.

"I feel the Air Force has come so much further in its advancement for minorities than its civilian counterparts. Many avenues have been opened for minorities. We've come a long way, but we still have a long way to go."

Sergeant Inzunza is an active member of the Andrews AFB Latin Club. He and his wife, Patricia, and their four children live at Bolling AFB in Washington, D.C.

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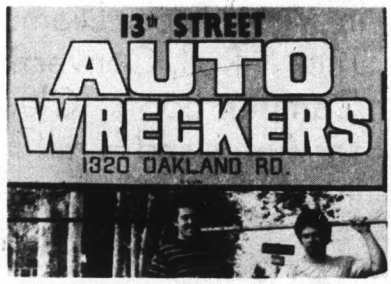

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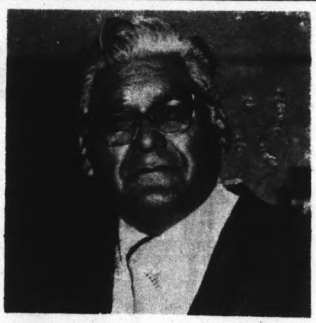

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Mexican Folk Dancing classes will be offered at San Jose City College through the college's community services office beginning Jan. 15 through Feb. 26.

Three separate classes will be offered in beginning, intermediate and youth (7-12 years). Each class will have six sessions on Saturday mornings beginning on Jan. 15.

Pre-registration for these classes is necessary. The course fee for the beginning and youth classes is $6, and the intermediate class fee is $8. Further information on class times may be obtained by contacting the community services office at 298-5064. ■

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Bachelor John Navarro, postal employee, lives at Valley West Apartments. John recently invited the people in this photograph to his "apartment warming." Left to right are: John Navarro, Annie Navarro, Jose and Ruth Ortiz, Lupe Navarro, Terry Robles, Virginia and Alex Flores and Vera Diaz.

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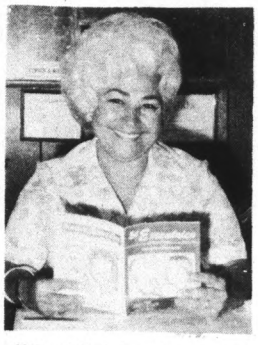

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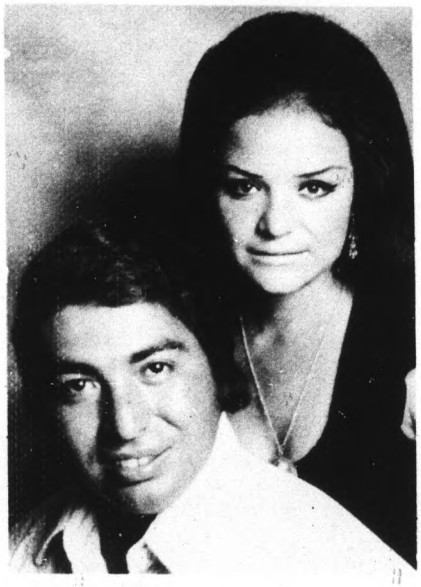

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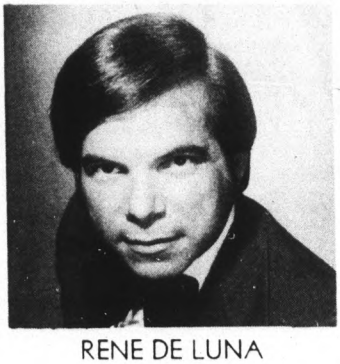
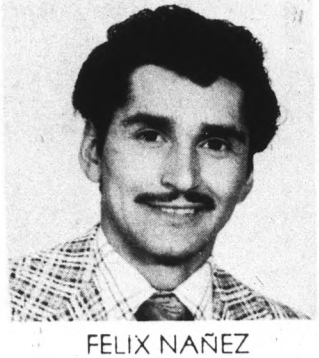


RENE DE LUNA



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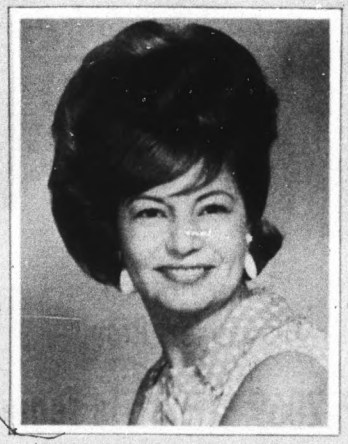

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